

The Dragons of Sri Lanka

Asia's elite Marketing
Communications Industry
Recognition Programme.



2025 Winners



2025

INTEGRATED MARKETING

GOLD DRAGON

**Boutique Agency Network, Media Factory
& AIM Effective Marketing Solutions Sri Lanka**

An Integrated Campaign of Light, Access & Trust,
for Sunshine Consumer Sri Lanka



SILVER DRAGON

Hayleys Fentons Sri Lanka

Nayak Nowana Nayak Campaign

BRONZE DRAGONS

Mindshare Sri Lanka

Orange Scarcity,
for Unilever Sri Lanka

BRONZE DRAGONS

New Media Solutions Sri Lanka

Galle Face Green to your Home Screen
(Flying Santa),
for Softlogic Life Insurance Sri Lanka

BLACK DRAGONS

Affinity Integrated Sri Lanka

DC Group Sri Lanka

MullenLowe, Ogilvy Media

& Artslab Creative Sri Lanka

Shift Integrated Sri Lanka

Shift Solutions & Mindshare Sri Lanka

The Insight Hive Sri Lanka





2025 DIGITAL

GOLD DRAGON

Digibrush Productions, Media Factory
& New Media Solutions Sri Lanka
My Zesta Story, for Sunshine Consumer Sri Lanka



SILVER DRAGON

Kites Global Sri Lanka
HNB Assurance Virtual Avurudu Village
for HNB Assurance Sri Lanka

BRONZE DRAGON

DC Group Sri Lanka
From Minty Treat to Cultural Heat
for X-Tra Sri Lanka

BLACK DRAGONS

Boutique Agency Network Sri Lanka
DC Group Sri Lanka
Enfection Sri Lanka
Mindshare Sri Lanka
Sierramax Sri Lanka





2025

INNOVATIVE IDEA or CONCEPT

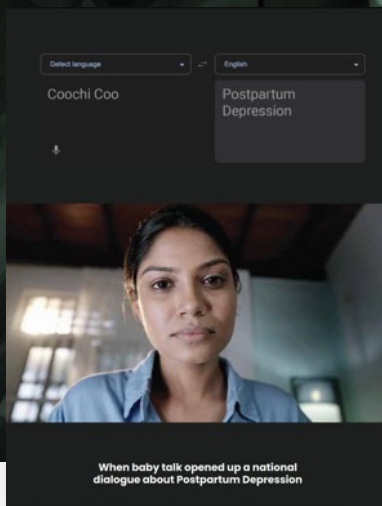
GOLD DRAGONS

Avant Media Sri Lanka
Bairaha 3rd Eye App,
for Bairaha Farms Sri Lanka



GOLD DRAGONS

Seeni Colombo
Rebecca Lee 'Baby Talk',
for ICL Brands Sri Lanka



SILVER DRAGON

Phoenix Ogilvy Sri Lanka
The Ramayana Trail,
for Sri Lankan Airlines

BRONZE DRAGON

ARC Digital Sri Lanka
Your winning vote, cast in the
right place! for Pan Asia Banking
Corporation Sri Lanka

BLACK DRAGONS

Affinity Integrated Sri Lanka
Avant Media Sri Lanka
Blue Eleven Marketing Solutions Sri Lanka
Boutique Agency Network Sri Lanka
Loops Integrated Sri Lanka
MullenLowe, Ogilvy Media
& Artslab Creative Sri Lanka
Sarva Integrated Sri Lanka
TBWA\Sri Lanka





2025

BRAND BUILDING and/or AWARENESS

GOLD DRAGON

TBWA\Sri Lanka
Exit Insurance. Enter Progress
for Union Assurance Sri Lanka



SILVER DRAGON

Ogilvy Digital Sri Lanka
Take a Load off her Head,
for SINGER Sri Lanka

BRONZE DRAGON

DC Group Sri Lanka
Gaweshanayaka Mudrawa.
Roots Unseen, for
Hatton National Bank Sri Lanka

BLACK DRAGONS

DEFY Sri Lanka
DC Group Sri Lanka
Innovation Quotient Sri Lanka
Media Factory Sri Lanka
MullenLowe, Media Factory
& AIM Marketing Sri Lanka
NGage Strategic Alliance Sri Lanka
Sarva Integrated Sri Lanka
Triad Sri Lanka





2025

EVENT or EXPERIENTIAL

GOLD DRAGONS

Loops Integrated Sri Lanka
Suwa Walan Test:
 A Clay Pot That Changed Lives,
 for AIA Sri Lanka



GOLD DRAGONS

MullenLowe, Ogilvy Media
& Artslab Creative Sri Lanka
 When Maliban Gives Children
 the Nation's Front Page,
 for Maliban Biscuit Manufactories
 Sri Lanka



SILVER DRAGONS

Brand Corridor Sri Lanka
 Happiness Starts Here,
 for International Restaurant
 Systems Sri Lanka

SILVER DRAGONS

M One Integrations Sri Lanka
 The Pilgrimage You Can't Miss
 Out On, for
 Reckitt Benckiser Sri Lanka

BRONZE DRAGONS

Mindspark, Digibrush Productions
& New Media Solutions Sri Lanka
 Daintee Edible Gingerbread House
 for Sunshine Consumer Sri Lanka

BRONZE DRAGONS

Third Shift Media Sri Lanka
 From Festival to Shelf. How Avurudu Brought Laojee
 Back, for Lipton Teas and Infusions Ceylon

BLACK DRAGONS

Boutique Agency Network, Media Factory
& AIM Effective Marketing Solutions Sri Lanka
 Brand Corridor Sri Lanka
 DEFY Sri Lanka
 GroupM & Brand Corridor Sri Lanka
 Mindshare Sri Lanka
 M One Integrations Sri Lanka
 MullenLowe & Ogilvy Media Sri Lanka
 Reflect Total Solutions Sri Lanka



2025
DRAGONS
 OF SRI LANKA



2025

SOCIAL MEDIA

GOLD DRAGON

M One Integrations Sri Lanka
My Beauty Snack,
for Delmege Forsyth Sri Lanka



SILVER DRAGON

Mindshare Sri Lanka
#AddVivaAddFulfilment,
for Unilever Sri Lanka

BRONZE DRAGON

Digital Breakers Sri Lanka
Abans Cools Down Social Media
Heat with Only Fans,
for Abans Sri Lanka

BLACK DRAGONS

Affinity Integrated Sri Lanka
Digital Breakers Sri Lanka
Mindshare Sri Lanka
Shift Solutions & Mindshare Sri Lanka





2025

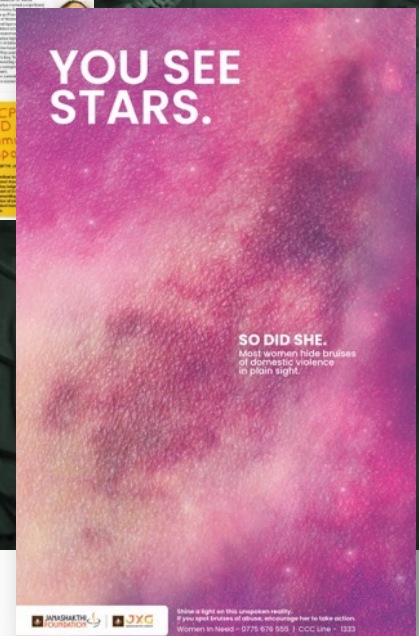
CAUSE, ENVIRONMENT or SUSTAINABILITY

GOLD DRAGONS

Loops Integrated Sri Lanka
Change the Story,
for Softlogic Life Insurance
Sri Lanka

GOLD DRAGONS

Magic Mango Colombo
She saw Stars,
for Janashakthi Group
Sri Lanka



SILVER DRAGONS

MullenLowe Sri Lanka

The Brand That Became a Lifeline.
Maliban Corporate, for Maliban
Biscuit Manufactories Sri Lanka

SILVER DRAGONS

Seeni Colombo

Rebecaa Lee 'Baby Talk',
for ICL Brands Sri Lanka

BRONZE DRAGON

Boutique Agency Network Sri Lanka

Sacred Tooth Relic Exposition.
Panadol Suwa Sahana Mehewara
for Haleon Lanka

BLACK DRAGONS

Antyra Solutions Sri Lanka

DC Group Sri Lanka

Loops Integrated Sri Lanka

Mindshare Sri Lanka

Reflect Total Solutions Sri Lanka

Shift Integrated & New Media Solutions Sri Lanka



2025
DRAGONS
OF SRI LANKA



2025

SMALL BUDGET

GOLD DRAGON

NGage Strategic Alliance Sri Lanka
#MotherhoodUnboxed,
 for Hutchison Telecommunications
 Sri Lanka



SILVER DRAGONS

Avant Media Sri Lanka
 Diamond Shining Mission,
 for Diamond Best Foods Sri Lanka

SILVER DRAGONS

DEFY Sri Lanka
 Tell Him,
 for ICL Brands Sri Lanka

BRONZE DRAGON

Mindshare Sri Lanka
 Cleaning up the Nation,
 for Unilever Sri Lanka

BLACK DRAGONS

Affinity Integrated Sri Lanka
ARC Digital Sri Lanka
Digital Breakers Sri Lanka
Pepper Solutions Sri Lanka
Third Shift Media Sri Lanka



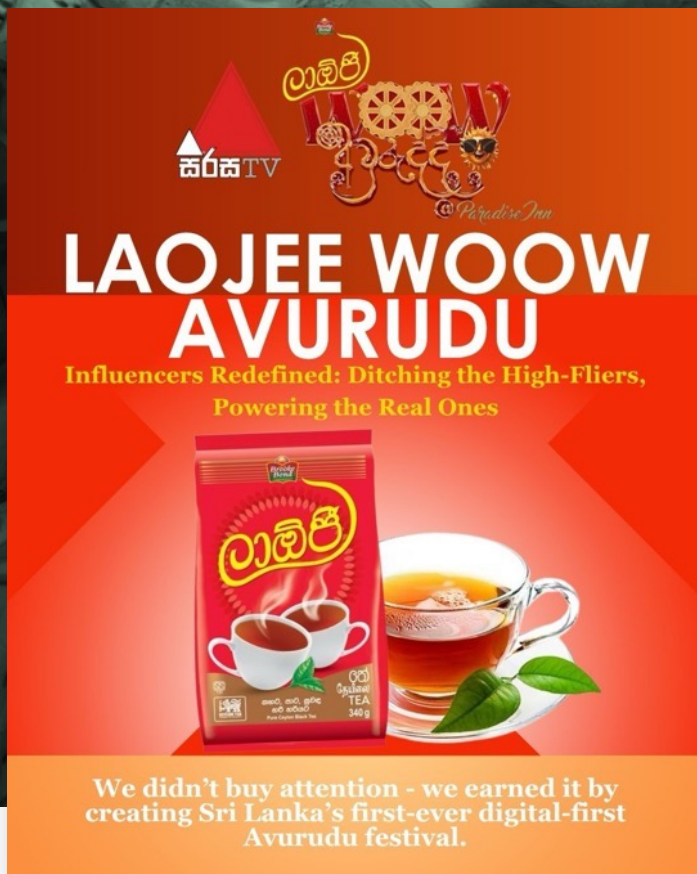


2025

INFLUENCER/CONTENT CREATION

GOLD DRAGON

Third Shift Media Sri Lanka
Laojee Woow Avurudu.
 Influencers Redefined. Ditching the High Fliers, Powering the Real Ones, for Lipton Teas and Infusions Ceylon



SILVER DRAGON

Digibrush Productions,
Media Factory & New Media Solutions
 My Zesta Story,
 for Sunshine Consumer Sri Lanka

BRONZE DRAGONS

Digital Breakers Sri Lanka
 The Most Influential Non-Influencers
 for vivo Sri Lanka

BRONZE DRAGONS

M One Integrations Sri Lanka
 My Beauty Snack,
 for Delmege Forsyth Sri Lanka

BLACK DRAGONS

Boutique Agency Network Sri Lanka (2)
Incube Digital Consortium Sri Lanka
Mindshare Sri Lanka (2)



2025
DRAGONS
 OF SRI LANKA

The 2025 Dragons of Sri Lanka

2025 Industry Leaders

The Top 10

M One Integrations	23
Mindshare	23
Loops Integrated	22
Avant Media	18
Seeni Colombo	17
Third Shift Media	16
DC Group	14
Boutique Agency Network	12.4
Digital Breakers	12
MullenLowe	11.7

Points generated: Gold 10, Silver 7, Bronze 5 & Black 1



2025 Dragons of Sri Lanka Black Dragon Winners



Integrated Marketing Category

Entrant	Campaign	Brand/Client
Affinity Integrated Sri Lanka	#WeBackYou. Let's support Women's Cricket in Sri Lanka	Sunquick Lanka
DC Group Sri Lanka	Santa Brigade	Hatton National Bank Sri Lanka
MullenLowe, Ogilvy Media & Artslab Creative Sri Lanka	When Maliban Gives Children the Nation's Front Page	Maliban Biscuit Manufactories Sri Lanka
Shift Integrated Sri Lanka	My Tea. My Opinion	Sunshine Consumer Sri Lanka
Shift Solutions & Mindshare Sri Lanka	Mantra for Nighttime Brushing	Unilever Sri Lanka
The Insight Hive Sri Lanka	Astra Rasa Mathaka. Tasteful Memories with Astra	Flora Food Group Sri Lanka

Digital Category

Entrant	Campaign	Brand/Client
Boutique Agency Network Sri Lanka	Wesak in Circles with Watawala. A Digitally Powered Cultural Connection	Sunshine Consumer Sri Lanka
DC Group Sri Lanka	Munchee Suba Rasaya 2024	CBL Munchee Sri Lanka
Enfection Sri Lanka	Gizmo Gone Bananas. Keells AI Video	Keells Supermarket Sri Lanka
Mindshare Sri Lanka	Avurudu Siritha	Unilever Sri Lanka
Sierramax Sri Lanka	Keells Vesak AR Digital Campaign	Jaykay Marketing Services Sri Lanka

Innovative Idea or Concept Category

Entrant	Campaign	Brand/Client
Affinity Integrated Sri Lanka	Thunsrane Kavi. The Echoes of the Mountain	C.W. Mackie Sri Lanka
Avant Media Sri Lanka	Diamond Shining Mission	Diamond Best Foods Sri Lanka
Blue Eleven Marketing Solutions Sri Lanka	Pears Singithi Sihina	Unilever Sri Lanka
Boutique Agency Network Sri Lanka	ENO won the election	Haleon Lanka
Loops Integrated Sri Lanka	Suwa Walan Test: A Clay Pot That Changed Lives	AIA Sri Lanka
MullenLowe, Ogilvy Media & Artslab Creative Sri Lanka	When Maliban Gives Children the Nation's Front Page	Maliban Biscuit Manufactories Sri Lanka
Sarva Integrated Sri Lanka	Pan Asia Singing Calendar 2025	Sarva Integrated Sri Lanka
TBWA\Sri Lanka	The Joyous Tower of Innovation	Hutch Sri Lanka

Brand Building and/or Awareness Category

Entrant	Campaign	Brand/Client
DEFY Sri Lanka	Cool Teacher	ICL Brands Sri Lanka
DC Group Sri Lanka	Lemon Puff	CBL Munchee Sri Lanka
Innovation Quotient Sri Lanka	PickMe Food. Delivering Happiness	PickMe Sri Lanka
Media Factory Sri Lanka	A Creative Revolution, Engineered by Media	Sunshine Consumer Sri Lanka
MullenLowe, Media Factory & AIM Marketing Sri Lanka	The Circles That Made a Nation. Watawala Tea	Sunshine Holdings Sri Lanka
NGage Strategic Alliance Sri Lanka	Diva Daathata Diriyak	Hemas Consumer Brands Sri Lanka
Sarva Integrated Sri Lanka	Get The Youth Going	ICL Brands Sri Lanka
Triad Sri Lanka	Less is Best	Singhagiri Sri Lanka

Event or Experiential Marketing Category

Entrant	Campaign	Brand/Client
Boutique Agency Network, Media Factory & AIM Effective Marketing Solutions Sri	An Experiential Journey of Culture, Community & Cups of Tea	Sunshine Consumer Sri Lanka
DEFY Sri Lanka	Cool Teacher	ICL Brands Sri Lanka
Mindshare Sri Lanka	Marmite Day	Unilever Sri Lanka
M One Integrations Sri Lanka	QR Culture	SLT Mobitel Sri Lanka
MullenLowe & Ogilvy Media Sri Lanka	Beyond the Product: How Maternal Values Built a Growth Story for Maliban	Maliban Milk Products Sri Lanka
Reflect Total Solutions Sri Lanka	Surf Excel Stain Busters	Unilever Sri Lanka
Brand Corridor Sri Lanka	Grab Your Gift	Pan Asia Banking Corporation Sri Lanka
GroupM & Brand Corridor Sri Lanka	Getting to Know the New North	Hatton National Bank Sri Lanka

Social Media Category

Entrant	Campaign	Brand/Client
Affinity Integrated Sri Lanka	#WeBackYou. Let's support Women's Cricket in Sri Lanka	Sunquick Lanka
Digital Breakers Sri Lanka	The Phone That Never Gets Sick Made Viral by Real People	vivo Sri Lanka
Mindshare Sri Lanka	Green Christmas	Unilever Sri Lanka
Shift Solutions & Mindshare Sri Lanka	Mantra for Nighttime Brushing	Unilever Sri Lanka

Cause, Environment or Sustainability Category

Entrant	Campaign	Brand/Client
Antyra Solutions Sri Lanka	Lesser-Known Foods Campaign Digital Cooking Competition	United Nations Development Programme Sri Lanka
DC Group Sri Lanka	Santa Brigade	Hatton National Bank Sri Lanka
Loops Integrated Sri Lanka	Suwa Walan Test: A Clay Pot That Changed Lives	AIA Sri Lanka
Mindshare Sri Lanka	Gift of Comfort	Unilever Sri Lanka
Reflect Total Solutions Sri Lanka	Sunlight Rising Above Humanity	Unilever Sri Lanka
Shift Integrated & New Media Solutions Sri Lanka	(Not) Another National Day Ad	Seylan Bank

Public Relations. No entries**Small Budget Category**

Entrant	Campaign	Brand/Client
Affinity Integrated Sri Lanka	Kotagala Kahata. Thunsarane Kavi	C.W. Mackie Sri Lanka
ARC Digital Sri Lanka	Your winning vote, cast in the right place!	Pan Asia Banking Corporation Sri Lanka
Digital Breakers Sri Lanka	The Small Budget That Sold 6,000 Phones	vivo Sri Lanka
Pepper Solutions Sri Lanka	Greetings to Nostalgia	Pan Asia Banking Corporation Sri Lanka
Third Shift Media Sri Lanka	Rewriting Avurudu. A Digital Festival That Beat Big Budgets	Lipton Teas and Infusions Ceylon

Influencer/Content Creation Category

Entrant	Campaign	Brand/Client
Boutique Agency Network Sri Lanka	Lankasoy Rasa Mathaka Aluth Karai (Rekindling Tasteful Memories)	Convenience Foods Sri Lanka
Boutique Agency Network Sri Lanka	Equal and Suitable Place vs Right Place	Sunshine Consumer Sri Lanka
Incube Digital Consortium Sri Lanka	Nuublympics 2024. Sri Lanka's First Creator-Powered Phone Launch	Singer Sri Lanka
Mindshare Sri Lanka	An influential Travel Bucket List	Unilever Sri Lanka
Mindshare Sri Lanka	Green Christmas	Unilever Sri Lanka